

AMPLIFINITY

CASE STUDY

Consumer products and services

A home security provider was looking to increase lead generation via referrals.



CHALLENGES

1. Marketing was struggling with cost-effective ways to generate leads.
2. After install, customers ‘forget’ about their security system; therefore, customer engagement with marketing is low.
3. Sales was not asking for referrals on a consistent basis and sales leadership felt money was being left on the table.

SOLUTION

The marketing agency-of-record suggested that a referral program might be the answer to their problems. The company utilized the Amplifinity platform to create a referral program that rewarded customers for successfully referring someone.

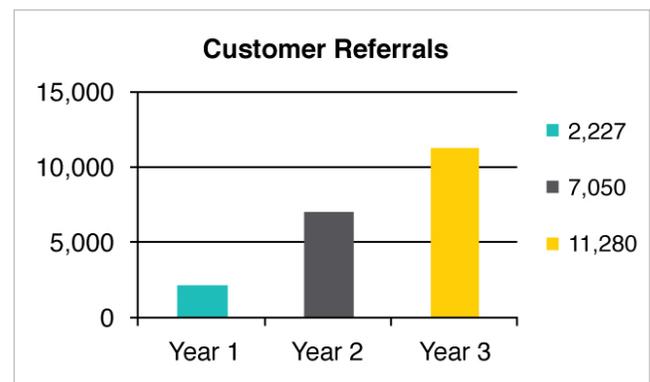
1. Amplifinity enabled the promotion of the referral program through email, social media and even printed cards to allow customers to refer using the communication tool they were most comfortable with.
2. Integrating the Amplifinity platform into the CRM system allowed for reliable and accurate tracking, management and measurement of every referral through to a closed sale.
3. The CRM integration also allowed for sales to be involved by seeing which leads came from referrals and the ability to add more advocates and referrals into the program – all via the CRM.

4. The program promotion targeted customers at install. The promotion was triggered by the customer satisfaction survey which asks if a customer would be willing to refer.

OUTCOMES

In the three years since the customer referral program launched:

- Over 12,500 advocates have registered for the program.
- Even after 3 years, growth rate for the program is 37%.
- Currently, an average of 1,000 referrals per month are generated via marketing and sales promotion of the referral program.
- Approximately 10% of referrals purchase, which is a very high conversion rate for the business.



Amplifinity's referral amplification software turns customer, employee and partner advocacy into revenue. Our platform provides complete tracking and management of referrals with 100% accuracy so no referral is missed. Enterprises like ADP and DIRECTV trust Amplifinity to enable high-quality acquisition while providing an engaging, fully-branded experience for their advocates. [Amplifinity.com](https://amplifinity.com)

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